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Gladland Gardens

Gladiolus



Descriptive Price List
for
1941

F. F. & F. O. SHEPARDSON

Formerly of Mansfield, Mass.

Gladland Gardens, Plainville, Mass., U. S. A.

GREETINGS FROM GLADLAND GARDENS

Once again it is our privilege to present our annual price list, and once again it is our very pleasant duty to thank all our customers for their generous orders of last season. Particularly do we thank the many who have been so kind as to write, telling us of their success with our bulbs.

This year we greet you from our new home in Plainville, Massachusetts, only eight miles from our former location in Mansfield. We have been fortunate in securing a fine modern storage building, including an office and salesroom, and with excellent facilities for handling cut flowers in the Summer. Please feel free to visit us at any time. We will be glad to see you.

Quite a number of the newer varieties, which have proven very outstanding in the trial garden, have been added to the list this year. These are all dependable varieties, and we offer them, together with the rest of the list, with full confidence in their ability to produce splendid blooms under ordinary gardening conditions and with only ordinary care.

As in previous years, we suggest that you place your order early. A small deposit will hold your order until you want it and you will be assured of the fullest selection of varieties and the very choicest selection of stock. Certain varieties invariably sell out first and late buyers are often disappointed. Then too, we are able to devote more time to the selection of bulbs for your order if it reaches us before the Spring rush.

Should you have any question or problem concerning gladiolus, do not hesitate to write to us. Gladiolus growing has been our specialty since 1915, and we are glad to pass along any suggestions or information we have gathered in the course of our business. It is our aim to give you a personal service and your correspondence will be welcome at all times. All orders will likewise have our personal attention and we will do our utmost to assure your complete satisfaction.

F. F. & F. O. SHEPARDSON
(Marshall O. Shepardson)

Join the NEW ENGLAND GLADIOLUS SOCIETY

This society is the largest and by far the most active in the world. The Year Book alone is worth several times the Regular Membership fee of \$1.00 per year.

Well worth the extra cost is the Participating Membership at \$2.00 per year, including the Year Book and three quarterlies, issued in April, July, and October.

Mail your application or send for full particulars to Albin K. Parker, Secretary, Norwood, Massachusetts, U. S. A.

TERMS—PLEASE READ CAREFULLY

It is our custom, as with most growers, to include extras with each order; the amount and varieties depending on the size of the order. We will appreciate your indicating on your order whether you prefer an overcount of the varieties you have ordered, or some different varieties to try. If there are some certain varieties you would like to try, list them on the back of your order, otherwise they will be of our choice. We always give a liberal count and you can depend on getting good full value.

No order accepted for less than \$1.00, which must be accompanied by cash in full, and no single item for less than 10 cents. Larger orders of \$4.00 and up may be secured by a deposit of 25%, balance at time of shipment.

All orders from the retail list, as well as all special collections and assortments, will be shipped prepaid. Please give both parcel post and express addresses. We will ship the cheaper way.

Orders from the wholesale list are shipped f.o.b., Plainville, Massachusetts. You pay the transportation charges when bulbs are delivered. These orders are usually shipped by express, as the express rate on fairly heavy orders is usually cheaper, and shipments are protected from freezing in the coldest weather. In any case, do not include extra funds for transportation, as we will ship express collect, or c.o.d. for the postage if by parcel post.

When orders are partly from the retail list and partly from the wholesale we will ship f.o.b., charges collect, and include more than enough extra bulbs to offset the amount of the postage on the prepaid part of the order.

We intend to send out only the highest quality stock, strictly true to name and free from thrips and disease. But if you feel you have any cause for complaint by, all means write and tell us about it. We will do our best to see that you are completely satisfied.

SUBSTITUTION

We never substitute another variety for the one ordered unless we have your express permission. When ordering very late in the season we will appreciate your indicating a second choice, and also your permission to use another size if out of the one ordered. If we use a larger size we will give equal count and if we have to use a smaller size will give more than equal value.

BULB SIZES

All our bulbs are carefully hand graded with standard size graders as follows: No. 1 (over 1½ inch), No. 2 (1¼-1½), No. 3 (1-1¼), No. 4 (¾-1), No. 5 (½-¾), No. 6 (⅜-½).

LARGE size bulbs are one and one-quarter inch in diameter or more. This size produces the very largest spikes and flowers. Sizes one and two.

MEDIUM size bulbs are from three-quarters of an inch to an inch and one-quarter in diameter. They should make excellent spikes and flowers, often as large as those produced from large bulbs. Sizes three and four.

SMALL size bulbs average one-half inch in diameter. They may bloom and produce a small spike but are usually planted to make a large bulb for the following year, and for the increase; as small bulbs usually produce more bulblets than do the larger sizes. Sizes five and six.

GENERAL RETAIL PRICE LIST

LARGE BULBS

2 for 10 cents
50 cents per dozen

MEDIUM BULBS

4 for 10 cents
25 cents per dozen

SMALL BULBS

dozen lots only
15 cents per dozen

Please do not order any item costing less than 10 cents.

SPECIAL OFFER: Any five dozen large bulbs, but not less than six of a variety, for \$2.00. Any five dozen medium bulbs, but not less than six of a variety, for \$1.00. Any five dozen small bulbs, but not less than one dozen of a variety, for 60 cents.

ALCHEMIST (Pfitzer) Rich yellow. A tall straight grower and fairly early.

AMADOR (Kingsley) Glistening scarlet red with darker throat. An excellent commercial red, large flowered, tall and straight.

ANNA EBERIUS (Diener) Soft clear purple or plum color. An old variety but very lovely. Medium height.

AVE MARIA (Pfitzer) Light violet blue with small purple blotch. One of the most dependable of the blue varieties and a good early commercial.

BAGDAD (Palmer) Huge smoky old rose. Opens several immense blooms on a very tall spike. Although the color is not generally regarded as good for commercial use, many people like it. A good novelty and fine for exhibition.

BEACON (Palmer) Clear salmon scarlet with a very large cream blotch. Opens several medium size florets on a tall straight stem. Very striking and showy and an excellent exhibition and commercial variety.

BERTY SNOW (Mair) Large rosy lavender, somewhat pinker than Minuet, and taller. Small bulbs do not bloom freely but large bulbs produce fine large spikes. A good commercial, blooming early midseason.

BETTY NUTHALL (Salbach) Very tall salmon orange with yellow throat. Opens many medium size florets on a very heavy spike. A very late blooming standard commercial.

BIT O'HEAVEN (Crow) Bright orange with yellow throat. A tall straight willowy spike with a veritable ribbon of medium size florets open. This attracted a lot of attention in our gardens this year and is rapidly becoming very popular with commercial growers.

BLEEDING HEART (Brown) Light blush pink with a conspicuous red blotch. One of the older varieties that still wins at the shows and is popular commercially.

BLUE ADMIRAL (Christ) Excellent dark blue. A trifle lighter than Pelegrina but a better variety in that the stem is stiff, tall, and straight. A coming commercial.

BOB WHITE (Zimmer) Pure waxy white set off by a small and inconspicuous rose spearhead imbedded in the throat. Spikes are tall and straight, florets are large and well placed, and it opens readily from tight bud in late fall when other white varieties are worthless. This is an outstanding variety for exhibition and commercial use and we recommend it highly.

BRIGHTSIDE (Prestgard) A bizarre combination of orange and yellow. The large yellow throat shades through bright orange to orange-red at the edges of the petals. The florets are medium size and somewhat ruffled. Stem is tall and always straight. Very early and very unusual.

CARA MIA (Miller) A valuable early cut flower. The spikes are uniformly very tall and straight with long flower heads of bright shrimp, pink florets of medium size.

CARMEN SYLVA (Prestgard) One of the older whites, very reliable and healthy, it is still popular commercially, and withstands heat and long distance shipping better than some of the newer varieties. Pure white, with very inconspicuous violet lines deep in the throat.

CHARLES DICKENS (Pfitzer) Tall purple with darker throat. Probably the most popular variety in this color, it produces uniformly good spikes and is in great demand commercially.

COMMANDER KOEHL (Pfitzer) Massive rich blood red. Tall and vigorous, with blooms of fine substance, it has long been the standard of comparison in its color class.

CORAL CLUSTER (Arenius) A large and massive spike of clear coral red or salmon orange. Very brilliant color and very good for cutting. An excellent variety.

DEBONAIRE (Palmer) Tall, always straight LaFrance pink, shading to a creamy throat. Sometimes flecks darker. Produces practically 100 per cent excellent spikes with flower heads sometimes three feet long. A very valuable commercial pink.

DREAM O'BEAUTY (Zimmer) Rich rose red, a lovely and unique color. You will note an occasional misplaced floret, but the vivid and unusual coloring has made it a universal favorite. A good commercial.

DR. F. E. BENNETT (Diener) The standard scarlet red commercial. Not always a healthy grower but still the favorite with cut flower growers.

DR. HOEG (Prestgard) Glistening dark red, very dark and very beautiful. The florets have a satiny sheen unusual in this color. A fine novelty.

DR. MOODY (Kinyon) Large cool toned lavender. Makes a good spike and blooms fairly early. Popular commercially.

EARLY DAWN (Briggs) Excellent geranium pink with darker throat. Tall, large flowered, and with excellent cut flower habits, it is very valuable commercially. An exceptional forcing variety, blooms very early.

EARLY ROSE (Jack) Bright vivid rose. Fine habits and a general favorite. Another coming commercial that will be very popular. Blooms early.

E. I. FARRINGTON (Rowe) Lovely lemon yellow, somewhat ruffled. Medium height, florets of average size, fairly early. We find it a valuable cut flower.

EXCELLENCE (Kunderd) Very bright orange scarlet. Extra large florets but not too many open at once. Blooms early and does best from large bulbs.

FLAMING SWORD (Krelage) A veritable ribbon of bright red blooms open on a long willowy spike. An occasional spike will crook in very hot weather but otherwise the habits are good and it is very early. The standard early commercial red.

GIANT NYMPH (Coleman) Dependable light rose pink. One of the older varieties but still a good cut flower. Tall, straight, and healthy.

GOLDEN CHIMES (Ellis) Large light yellow, slightly ruffled. Tall and beautiful, it promises to be popular as a cut flower.

GRAF ZEPPELIN (Pfitzer) Early bright scarlet. Good size and excellent color but not always at its best.

- GRAND SLAM (Salbach)** Bright salmon orange. Tall, brilliant, and showy, it performs best from large bulbs.
- HELGA (Kunderd)** A bright shade of salmon rose. Large flowered, healthy, and an early bloomer.
- HELMSDALE (Errey)** Scarlet, very lightly overlaid crimson and grey. An attractive and unusual color combined with a tall and healthy plant.
- KASSEL (Pfitzer)** Brilliant scarlet self. Florets are inclined to be loosely attached to the spike, but the color is wonderful and the spike is tall and well formed.
- KING ARTHUR (Arenius)** Absolutely unique lavender mauve. Florets are immense and are very heavily ruffled. An entirely different variety that should be in every collection. Very beautiful.
- LADY MARIE (Zimmer)** Early light salmon cut flower. Sometimes called an early Picardy, but lacks the size and color value of that excellent variety.
- LIBELLE (Pfitzer)** A particularly appealing shade of clear light blue with a slight violet feather in the throat. Large florets, medium height, and very early. An excellent commercial variety.
- LIGHTS OF GOLD (Hornberger)** A very unusual color combination. Bright pink with very large bright yellow throat, each floret heavily ruffled. Very early.
- LUCIFER (Errey)** Bright orange with a large crimson blotch. The tall spike holds many open and is certainly showy and striking. An excellent exhibition variety.
- MAID OF ORLEANS (Pfitzer)** Unquestionably the best all purpose white and certainly the most popular. Tall, large flowered, and satisfactory in every way, it fully deserves its immense popularity. Fairly early.
- MARGARET FULTON (Ogrodnichok)** One of the very best commercial gladiolus ever introduced. Color is a perfectly clear coral pink or rosy salmon, with no markings, and is excellently suited to florists' use. Spikes are uniformly tall and straight, and the rather round florets open well after cutting. This variety is well suited to long distance shipment and grows well in the South. An early bloomer.
- MIBLOOM (Kunderd)** Extremely early pale blush pink with an attractive ruddy blotch. A good spike of delicately colored florets which usually carry a well defined odor in the evening and early morning.
- MINUET (Coleman)** The measuring stick by which all lavenders are judged. Several of the newer varieties look promising but Minuet still holds its own in exhibition and is unchallenged in the commercial field. Light lavender with some pink tones, no markings.
- MISS BLOOMINGTON (Kunderd)** Pure toned medium yellow. Blooms fairly early and has become very popular. Spikes are of good size, a good commercial.
- MISS HARRIET (Carpenter)** Bright chrome orange with yellow throat. A good grower, and valuable for cutting as it blooms early.
- MOROCCO (Pfitzer)** Very dark red, buds look black. Makes a good sized spike and is an attractive novelty.
- MOTHER MACHREE (Stevens)** Beautiful golden smoky or blend of 'sunset colors.' A combination that is difficult to describe. This makes a fine large spike and is very showy. Many people consider it the best smoky at popular prices. Quite late blooming.

- MRS. E. J. HEATON (Heaton)** Huge glowing salmon with creamy throat. A fine cut flower variety, withstanding excess heat and other adverse conditions in fine shape. Tall, large flowered, and outstanding.
- MRS. F. C. PETERS (Fischer)** Fine late lavender with a rosy blotch. A good cut flower that opens well in cool fall weather. Tall and vigorous.
- MRS. S. A. ERREY (Errey)** Tall brilliant orange, blotched darker. An extremely showy variety, and very attractive, but is not always a healthy grower.
- MR. WM. CUTHBERTSON (Mair)** Very heavily ruffled white with a border of cherry rose. Lovely and unusual, a novelty.
- ORANGE WONDER (Kemp)** Deep orange self. Very fine color and a tall vigorous plant, but is inclined to make some rather short heads. Very late.
- PARADISE (Pruitt)** Clear apricot buff, shading to yellow in the throat. A vigorous grower making fine tall spikes of large flowers. Blooms fairly early.
- PELEGRINA (Pfitzer)** Dark pansy blue with lower petals somewhat darker. Fairly tall and holds a number of good sized florets open at one time, but stem is not always stiff enough to qualify as a first class commercial. Very popular, nevertheless, and probably the best in its very deep color. Early.
- PHYLLIS MCQUISTON (Stewart)** We consider this the very best true pink available at popular prices. Color is pure pink with white throat, a perfect commercial color, and already grown by the millions. The plants are healthy, spikes are tall, florets are large and open well. We recommend it most highly. Blooms late.
- PICARDY (Palmer)** World's most popular gladiolus. Huge melting salmon pink with lighter throat. It probably owes its tremendous commercial popularity largely to its ability to withstand shipment from distant Southern points in good condition. Undoubtedly one of the very best. Everyone should have it.
- POLAR ICE (Pfitzer)** Very early dead white. This variety makes a rather rough looking bulb, but is the first large flowered white to bloom and one of the most profitable varieties to grow for cutting. Spikes are tall and straight with large florets of pure white.
- PRIMROSE PRINCESS (Salbach)** Excellent canary or medium toned yellow. A very healthy grower, tall, large flowered, and vigorous. We have found it to be the best in this color for commercial use. Blooms fairly late.
- QUEEN HELEN II (Salbach)** Light grenadine pink with a prominent cream throat. The vigorous plant and tall straight spike is much like that of Betty Nuthall, but the florets are larger and open wide. A good cut flower variety, blooming very late.
- QUEEN OF BREMEN (Zimmer)** Very lovely lavender pink. Florets are not large, but the graceful, willowy spikes are tall, and a bouquet of several spikes with a multitude of the delicately colored florets open is a beautiful sight indeed. Excellently suited to florist's use and for table arrangements. Blooms early.
- RAPTURE (Palmer)** Medium toned salmon with a yellow throat blotch. Color is a little deeper than that of Picardy, growth is strong and vigorous, and the spikes are immense. A popular late blooming commercial.
- RECOVERY (Blake)** A rather unusual color combination of salmon, light red, and rose. General effect is a pleasing light red, entirely different from any other variety we have grown. The spikes are tall and straight, florets are large, and it seems to be a good healthy grower. A good cut flower variety.

RED LORY (Errey) Soft crimson with a diffused purple blotch. Rather a peculiar combination, but the general effect is of bright rose red and is very pleasing. This variety is becoming very popular and is good commercially. Makes nice tall spikes, best from large bulbs.

RED PHIPPS (Briggs) Excellent light red. A pleasing shade of true spectrum red not far removed from very deep pink. Makes nice tall spikes and is fine for cutting, a fine florist's variety.

SNOWDEN (Ball) A comparatively little known white from Australia. This variety blooms fairly late and opens well under unfavorable conditions. Makes nice tall spikes of good sized florets, pure white with small violet lines deep in throat. A good commercial late white.

SOUTHERN CROSS (Whitely) Rich crimson. Nice large florets on a medium tall spike. Really a beautiful color and a good cutter. Blooms best from fairly large bulbs.

SPIRIT OF ST. LOUIS (Diener) Early orange saffron, or burnt orange, with many open. An unusual color and well worth a trial.

STAR OF BETHLEHEM (Pfitzer) Very popular exhibition white with creamy throat, resembling a larger Maid of Orleans. We have found it very fine when well grown but rather temperamental as to health.

SYMPHONY (Palmer) Excellent light rose pink. The tall spike carries an immense flower head of large wide open florets. We have found this very popular with the florist trade and can recommend it highly for commercial use.

TOKEN (Pappas) Early flame salmon with yellow throat. Blooms are medium sized, of nice heavy substance, on a tall spike. We have noticed a tendency to crook in hot weather, but it is very popular and regarded as a valuable early cut flower.

TREVONIAN (Hornberger) Tall, large flowered, variegated rose. Really a fine bright rose red holding many open at one time.

VAGABOND PRINCE (Palmer) Rich mahogany brown with a bright flame colored blotch. Exhibition type, with many open on a tall spike. An absolutely unique color, and an excellent variety that should be in every collection.

BULBLETS

The smaller size bulbs of varieties in our general list are priced so low that few people care to bother with bulb/ets. Should you care to try them, however, we can furnish bulblets of any variety in the general list at 10 cents per packet. You can depend on getting good full value, at least 50 bulblets, and many more in some varieties; but we wish it clearly understood that we cannot guarantee them to grow.

COLLECTIONS

The special unlabelled collections, found near the back of the catalog, represent the biggest values we offer. These choice assortments, even the lowest priced, are not to be confused with ordinary mixtures. They are carefully made up from a wide selection of colors and varieties, and provide an abundance of truly beautiful blooms at very low cost.

If you do not care to keep the varieties separate or to bother with their names, we urge you to try one or more of these collections. They are all wonderful values and we doubt if they can be duplicated elsewhere at our low prices.

SPECIAL RETAIL PRICE LIST

This group of newer varieties we have found sufficiently outstanding to warrant listing at special prices until such time as the stock has been increased to the point where we can include them in the general listing. All prices are prepaid.

AMERICAN COMMANDER (New) A seedling of Commander Koehl, and a considerable improvement over that variety. The color is somewhat lighter and is described as clear, self colored, brilliant red. The florets are large and of especially good substance with several open at one time. Growth is extremely vigorous and good spikes are obtained from small bulbs. In our fields every bulb produces a tall, straight, well formed spike, and we believe an excellent commercial future awaits this fine variety. We have found it to be a good increaser and to produce clean healthy bulbs. **L. 90c, 6 for \$4.50; M. 50c, 6 for \$2.50; S. 25c, \$2.50 per doz.; bblts. 10 for 40c, \$3.20 per 100.**

BLUE BEAUTY (Pfitzer) Probably the best blue on the market, and certainly a beauty. Clear medium blue, lighter toward the edges of the petals. A vigorous strong grower that produces tall spikes of nice large florets. This was outstanding in our fields this past year and we are enthusiastic about it. Our best blue. Blooms early. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.; bblts. 20 for 10c, 40c per 100.**

CHARMAINE (New) A difficult color to describe. Very clear soft old rose, very appealing, but must be seen to be appreciated. The spikes are tall, well formed, and seem ideal for cutting. We look forward to growing this in quantity, as it blooms early and will be in demand for florists' use. An outstanding early variety. **L. 50c, 6 for \$2.50; M. 30c, 6 for \$1.50; S. 15c, \$1.50 per doz.; bblts. 10 for 25c, \$2.00 per 100.**

DR. DENTZ (Heemskerck) Immense rose pink. Practically a self color with some deeper specks in the throat. The tall spikes are well formed and straight and the huge florets open very wide. This is one of the very best recent introductions from Holland and stock is very limited. An extra fine exhibition and commercial variety. **L. 20c, \$2.00 per doz.; M. 15c, \$1.50 per doz.; S. 10c, \$1.00 per doz.**

EUTERPE (Holland) Nice tall lavender of very clear color, about the same shade as Minuet. This variety blooms with the very earliest in our fields and is in tremendous demand as an early cut flower. The best real early lavender we have seen. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.; bblts. 20 for 10c, 40c per 100.**

GOLD DUST (Pfitzer) Clear, deep, rich yellow. Large florets well placed on a medium tall spike with many open at one time. The deepest yellow we have, and the first to bloom. An excellent early cut flower. **L. 10c, \$1.00 per doz.; M. 2 for 15c, 75c per doz.; S. 2 for 10c, 50c per doz.**

IRAK (Mitsch) Lavender gray sport of Bagdad, and enjoys all of the fine habits of that variety. The color is very clear and is used to advantage with almost any other color. Not only a novelty, but valuable for florists' use, almost everyone likes it. This is going to be very popular and we recommend it highly. **L. 10c, \$1.00 per doz.; M. 2 for 15c, 75c per doz.; S. 2 for 10c, 50c per doz.; bblts. 20 for 10c, 40c per 100.**

ISOLLA BELLA (Pfitzer) Very light pinkish lavender, ruffled. Very beautiful, and extremely distinctive, it is unlike any other variety we have seen. The spikes are tall and well formed and the growth is strong and vigorous. An extra fine gladiolus and one we can highly recommend. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.; bblts. 20 for 10c, 40c per 100.**

- LAVENDER QUEEN (Arenius)** Tall, unusually vigorous lavender. The color is very rich, sometimes flecked a little darker, rather hard to describe, but very popular with our cut flower customers. A strong growing variety that opens up a number of large florets on a tall straight spike. An outstanding variety. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.; bblts. 20 for 10c, 40c per 100.**
- MARY DAMARIS (Clark)** Beautiful soft clear medium yellow. One of the best, for either exhibition or commercial use, in this color. Florets are nicely arranged on a medium tall spike and the growth is vigorous and strong. **L. 30c, 6 for \$1.50; M. 20c, 6 for \$1.00; S. 10c, \$1.00 per doz.; bblts. 10 for 10c, 80c per 100.**
- NEW ERA (Ellis)** An outstanding pure bright pink, heavily ruffled and fluted, of unusual substance. Florets are only medium size, but spikes are tall and graceful, and this is one of the most strikingly beautiful varieties ever introduced. **L. 15c, \$1.50 per doz.; M. 2 for 15c, 75c per doz.; S. 2 for 10c, 50c per doz.; bblts. 10 for 10c, 80c per 100.**
- PEGGY LOU (Wilson)** Smooth toned true pink, a full sister of Picardy with most of the excellent characteristics of that variety. Peggy Lou has been an exceptionally consistent winner on the show table and is very much in demand by exhibitors and commercial growers. One of the most sensational recent introductions. **L. 10c, \$1.00 per doz.; M. 2 for 15c, 75c per doz.; S. 2 for 10c, 50c per doz.; bblts. 20 for 10c, 40c per 100.**
- PURPLE BEAUTY (Roozen)** Exceptionally fine clear purple. A nice tall spike of large, round, well open florets. A very outstanding addition to this rather limited color class and our choice as the coming commercial in this color. We recommend it highly. **L. 40c, 6 for \$2.00, M. 25c, \$2.50 per doz.; bblts. 5 for 10c, \$1.80 per 100.**
- ROSA VAN LIMA (Pfitzer)** Lovely light true pink with white midrib and throat. Florets are large and well formed and are perfectly placed on a tall graceful spike. Even small bulbs produce wonderful tall straight spikes and it is an excellent grower and increaser. An exceptional exhibition variety, it is even more valuable as a commercial cut flower. The clear light pink color is just what the florists have been looking for, and every bloom we could cut this past summer sold at a premium. Everyone who grows gladiolus should grow this variety and we predict that commercial growers will plant it by the millions as soon as stock is available. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.; bblts. 20 for 10c, 40c per 100.**
- SOL (Holland)** Clear light red or flame salmon. Florets are unusually large and are well arranged on a nice tall spike. This variety blooms early and we believe it has a future commercially, for good early reds are not plentiful. The color is pleasing and is well liked by our cut flower customers. **L. 50c, 6 for \$2.50; M. 30c, 6 for \$1.50; S. 20c, \$2.00 per doz.**
- VREDENBURG (Pfitzer)** Extra good early white. The dead white florets are very large and are of excellent substance. Spikes are tall and straight and placement is good. This variety seems to combine the good features of Polar Ice and Maid of Orleans and we believe it will be widely grown as a commercial early white. Blooms very early. **L. 20c, \$2.00 per doz.; M. 15c, \$1.50 per doz.; S. 10c, \$1.00 per doz.; bblts. 10 for 10c, 75c per 100.**
- WHITE TRIUMPHATOR (Salman)** Extra large early dead white. Can be grown to enormous size and has taken many awards in Holland. **L. 2 for 15c, 75c per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.**
- ZAUBERFLOTE (Pfitzer)** Light peach rose with a vivid red blotch. Opens several nicely shaped florets on a tall straight spike. A good exhibition variety and one with a fine commercial future. **L. 10c, \$1.00 per doz.; M. 2 for 10c, 50c per doz.; S. 4 for 10c, 25c per doz.**
- ZUNI (Mitsch)** Outstanding new smoky, somewhat similar to Mother Machree, but brighter color and opens more at one time. An extremely beautiful variety that always attracts plenty of attention. Extra fine. **L. 15c, \$1.50 per doz.; M. 2 for 15c, 75c per doz.; S. 2 for 10c, 50c per doz.**

SPECIAL COLLECTIONS

EXCEPTIONAL VALUES IN UNLABELED ASSORTMENTS

This year we are offering four outstanding bargains in the collections of unlabeled varieties which have proven most popular in past years. Each one of these assortments has been improved still further for 1941 by the inclusion of many more new and exhibition varieties. These collections are made up from the varieties we have in largest supply, all named varieties and all dependable producers of beautiful blooms.

Our low prices include transportation direct to your home, and if after examining the bulbs you are not pleased with them, return them at our expense and we will cheerfully refund your money. If you have never tried one of our collections we urge you to see for yourself how much beauty and pleasure you can obtain for such a small investment. We guarantee satisfaction.

NO. 1 GLADLAND GARDENS CUT FLOWER COLLECTION

100 Bulbs for \$1.00, postpaid.

6 lots for \$5.00

A real quality assortment of at least 30 varieties, including many that win regularly at the largest shows. Just about every color in the gladiolus rainbow, more than 8 dozen beautiful blooms for \$1.00. In addition to the familiar red, yellow, pink, and white varieties found in most low priced collections, we are careful to include a liberal percentage of the more unusual colors, rich purples, lovely rose, blue, and lavender shades, fascinating smokies, velvety maroons, and vivid oranges. Some of these varieties are early bloomers, some midseason, and some late, so that you will have a supply of flowers over a long period.

Bulbs are strong blooming size, 1 inch and over in diameter. These young plump bulbs, healthy and full of vigor, will produce excellent large spikes and are bought by the millions by commercial growers for just this purpose.

With each order for 6 lots, to be shipped in one package, we will include, without extra charge, 25 bulbs of PICARDY, world's most popular gladiolus. Make up an order with 5 of your friends and neighbors and get your collection, plus the 25 PICARDY, free.

NO. 2 EXHIBITION CUT FLOWER COLLECTION

100 Bulbs for \$2.00, postpaid.

3 lots for \$5.00

Same as the No. 1 collection, except that bulbs will be at least $1\frac{1}{4}$ inch in diameter. These larger bulbs produce the tallest spikes and the largest flowers, in some cases two or more spikes will grow from a single bulb. With each No. 2 collection we will include without extra charge 1 bulb, labeled, of DR. DENTZ, sensational new pink, from Holland.

NO. 3 SEPARATE COLORS COLLECTION

100 Bulbs for \$2.50, postpaid.

3 lots for \$6.00

20 bulbs each of the following colors, each color packed separately and labeled. White, red, pink and salmon pink, yellow, blue and lavender. All large bulbs $1\frac{1}{4}$ inch in diameter or larger. Each lot of 20 bulbs will be made up of several varieties unless you request otherwise, but in any case varieties will be of our choice. If you wish, you may order the entire 100 bulbs in just one of the above colors at the same price. 1 bulb of SOL, new light red from Holland, properly labeled, will be included without charge with each No. 3 collection.

NO. 4 GET ACQUAINTED COLLECTION**125 Bulbs for \$1.00, postpaid.****4 lots for \$3.50**

Last year we offered this collection in lots of 25 bulbs for 25 cents, but practically everyone ordered 5 lots for \$1.00 so we have decided to make that our minimum quantity.

The bulbs offered in this assortment are No. 4, or medium size, between $\frac{3}{4}$ inch and 1 inch in diameter. All should bloom and make a nice spike if planted fairly early in the season. They will take a little longer to flower than will the larger sizes.

This collection consists of 10 bulbs each of 10 fine cut flower varieties in a good range of colors, plus 25 bulbs of Surprise Mixture. This is a remarkable value and is designed to acquaint new customers with the high quality of our stock and to demonstrate what the medium size bulbs will do.

If you order 500 bulbs for \$3.50 we will include, without extra charge, 20 labeled bulbs of PICARDY, world's most popular gladiolus.

GLADIOLUS CULTURE

When you receive your bulbs, open the package at once to admit air. If the paper bags are not very full they can be left standing open with the bulbs in them. But if the bags are fairly well filled the bulbs should be poured into shallow boxes. Store the bulbs in a dry, cool place where there is no danger of freezing. A temperature of 40° F. is about right and there should be occasional ventilation.

Make your first planting when the leaves begin to come out on the trees in your vicinity. To assure a succession of bloom throughout the Summer it is well to make several plantings about two weeks apart, the last one about 100 days before a killing frost is normally expected. No late varieties should be included in this last planting as you would stand a good chance of losing them by freezing.

Be sure to select a plot of ground for your glads that is not shaded at any time of the day. Gladiolus love the sun and will not bloom freely if shaded even part of the day. Do not plant close to buildings or walls and keep away from trees and shrubs that may use the moisture and plant food intended for your bulbs.

Plant large bulbs from four to six inches deep, depending upon whether your soil is heavy or sandy. You will need to plant deeper in a light sandy soil. Medium and small bulbs may be planted from two-thirds to one-half as deep as the large bulbs. If you plant in beds, keep the bulbs at least eight inches apart, if in rows, use either a single or double row and place the bulbs four or five inches apart. The rows may be separated from eighteen to thirty-six inches, the wider spacing making cultivation easier but using more land for a given quantity of bulbs.

About fertilizer, best of all is well rotted barnyard manure, plowed or spaded into the land in the fall. A good commercial fertilizer may be used at planting time whether the manure is present or not. Dig your trench about an inch deeper than you wish to plant the bulbs and scatter a good generous handful to each three feet of row. Then put a little of the dirt back into the trench and thoroughly mix it with the fertilizer.

After the bulbs are set, cover in with the soil previously dug out and hill up slightly higher than level. When the first crop of weeds appears this surplus dirt can be raked off and the weeds easily destroyed. Some growers only replace part of the dirt at planting time and use the rest to cover up the first weeds as they appear. Either way is effective in eliminating at least one session of back breaking weed pulling.

When the plants are eight or ten inches tall another application of fertilizer may be made. Use about the same quantity as at planting time but spread it on either side of the row, four or five inches away from the glads. This should be followed by a thorough cultivation to work the fertilizer into the ground.

If weeds are pulled as fast as they appear, and the soil is cultivated often and kept loose and soft, it is not usually necessary to water. If artificial irrigation does

becomes desirable, water heavily about once a week, rather than a little each day. It is necessary to thoroughly soak the ground in order to get the water down to the roots where it will do the most good. Light watering brings the roots up near the surface, where they are easily burned by the hot noonday sun.

Dig the bulbs four to six weeks after blooming, or when the tops show signs of turning brown. Do not wait for them to die down completely. First loosen the soil with a fork, then carefully pull the plants, cutting the stalks with pruning shears up close to the bulbs. Let the bulbs fall into very shallow boxes, or onto burlap or canvas squares, and cure in the sun for a few days. Be sure to cover the bulbs or take them in at night if there is danger from freezing.

Store the bulbs in shallow boxes in a well ventilated place until the bottoms or old bulbs can be easily removed. After this is done they can again be placed in storage, this time until you wish to plant them. It is a good plan to inspect your glad bulbs occasionally during the winter. If any mildew or mold appears, give them more ventilation and make sure the bulbs are perfectly dry.

The bulblets which you found around the base of the new bulbs when you removed the old bottoms should be stored separately and planted about two inches deep in a light sandy soil. They will produce bulbs ranging from real small to very large in some cases. Not all will grow, but a substantial increase can usually be expected.

ABOUT THRIPS

The cheapest, and about the most certain, form of insurance against thrips is to soak your gladiolus bulbs overnight in a solution of bichloride of mercury (corrosive sublimate). It is a good plan to do this no matter what previous treatment your bulbs have had, and no matter where you obtained them. Not only does this treatment protect you against thrips but it is also effective in controlling certain gladiolus diseases. The only disadvantage apparent from this treatment is a delay in the blooming dates of the glads treated of a week to ten days.

The recommended solution consists of one ounce of the corrosive sublimate to seven gallons of water. First dissolve the powder in a small quantity of hot water and then add to the larger quantity, which should be kept at about 60° F. for best results. Use only wooden, glass, or crockery containers, as metal destroys the effectiveness of the solution.

If you live in a climate where thrips can live in the ground through the winter, or if there are other gladiolus plantings in your vicinity, it would seem a good insurance to spray, as thrips can be carried a half mile or more by a strong breeze in a very short time.

Spraying should be started when the plants are six inches tall and continued about every ten days until the flower buds start to open. If heavy rains occur in the meantime, it is well to spray shortly thereafter. The spray should be applied under pressure, in the form of a mist. If drops form on the foliage you are applying too much or at too low a pressure.

If you do find it advisable to use a spray, we recommend the tartar emetic treatment, widely used by commercial growers in Florida, where this method of thrips control is standard procedure. For large plantings, use four pounds of tartar emetic and sixteen pounds of brown sugar to one hundred gallons of water. For small quantities, use two ounces of tartar emetic and eight ounces of brown sugar to three gallons of water. Keep the solution agitated or the tartar emetic will settle out in a short time. We have never known this treatment to burn or damage the plants in any way, and it is very inexpensive, also very effective. Tartar emetic is a standard chemical, also known as antimony tartrate, and may be obtained from your druggist or a manufacturing chemist.

At blooming time, if you find any damaged spikes, remove them from the field and destroy them as soon as they are discovered. This will dispose of those thrips which are actually on the blooms and prevent them and their progeny from infesting other portions of your planting.

After your bulbs are cleaned and well dried you may scatter naphthalene flakes among them at the rate of about an ounce to one hundred large bulbs. Then close up tightly with newspapers, or put into paper bags and tie the tops, and keep in a warm place for about two weeks. Ordinary room temperature is about right.

Then remove the flakes and store for the winter in a cool, dry, frostproof place, making sure there is plenty of ventilation. Be sure to remove the naphthalene before any root buds show up around the base of the bulbs, and never allow any flakes or dust from the flakes to remain on the bulbs when they are planted. Naphthalene is not dangerous to dormant bulbs but will seriously burn the tender roots when they start to grow in the spring.

AT BLOOMING TIME

Cut the spikes when the bottom floret has opened full and a few others are showing color. Almost any variety will then open well in water, even to the very topmost florets. In hot weather, cut the first thing in the morning, before the sun has a chance to wilt or fade the blooms.

Slide a thin sharp blade down the stem and cut on a slant, leaving the remaining leaves undamaged. It is best to leave at least four undamaged leaves to insure full development of the new bulb. With a little practice you will find it easy to cut a nice long stem and still leave the necessary foliage.

When you change the water, which should be done every day, cut off about an inch of the stem with a clean sharp knife. Never use shears or break off with the fingers, as this crushes the stem and prevents the water from traveling up the spike to keep the florets fresh and beautiful.

Gladiolus are now put to almost every floral use, even bridal bouquets and corsages, and are very effectively used with other flowers. Crooked spikes can be very advantageously used for basket arrangements, and the tip ends of the spikes may be salvaged and made into very pretty bowl arrangements. There is truly no limit to the beautiful effects which can be produced with the aid of a little ingenuity and imagination.

WHOLESALE PRICES — NOT PREPAID

Not less than 25 of a variety and size at the 100 rate, and no item sold for less than 10 cents. Pint of bulblets at the quart rate. These prices are quoted f. o. b., Plainville, Mass. You pay the delivery charges. Large growers and dealers should send for our trade price list, or submit a list of requirements for a special quotation.

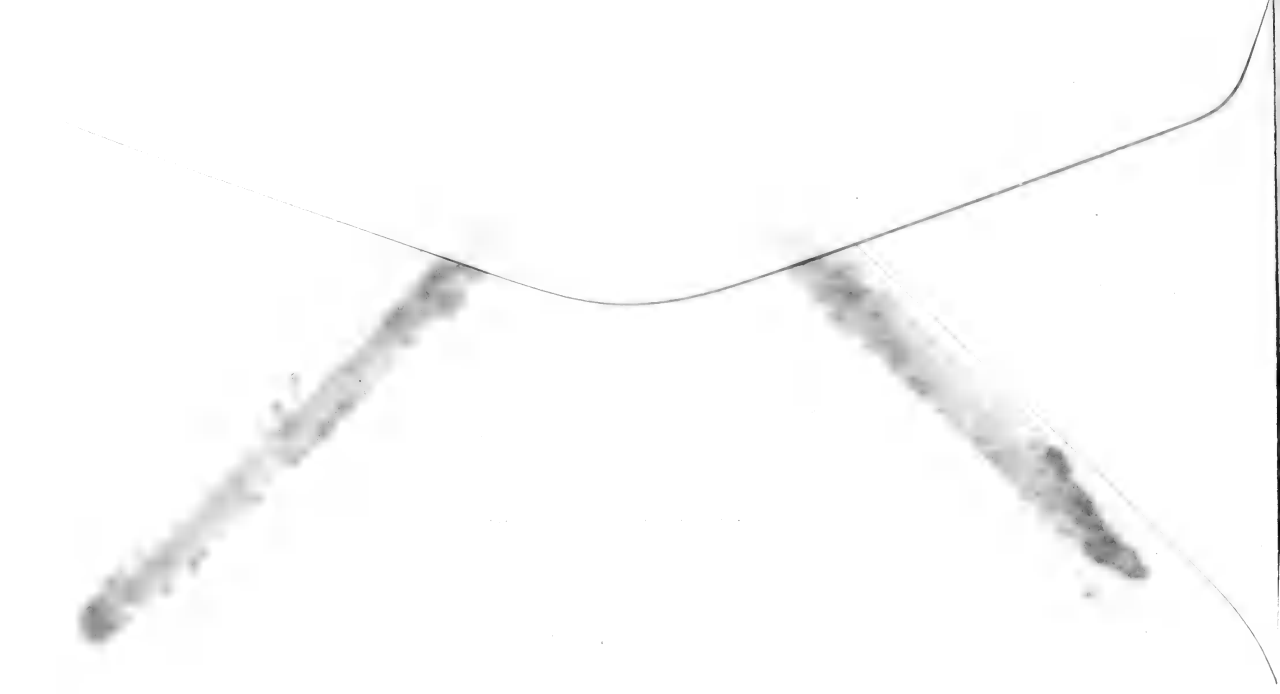
Per 100	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bblts. per Qt.
AMADOR	\$2.00	\$1.50	\$1.25	\$1.00	\$.75	\$.50	\$2.00
AMER. COMMANDER	38.00	30.00	23.00	15.00	11.00	7.00	
ANNA EBERIUS	1.50	1.25	1.00	.75	.50	.25	1.50
AVE MARIA	1.50	1.25	1.00	.75	.50	.25	2.00
BAGDAD	1.50	1.25	1.00	.75	.50	.25	1.00
BEACON	4.00	3.00	2.50	2.00	1.50	1.00	
BERTY SNOW	1.00	.75	.60	.40	.30	.20	1.00
BETTY NUTHALL	1.00	.75	.60	.40	.30	.20	1.00
BIT O'HEAVEN	2.50	2.00	1.50	1.00	.75	.50	
BLEEDING HEART	1.50	1.25	1.00	.75	.50	.25	1.00
BLUE ADMIRAL	2.50	2.00	1.50	1.00	.75	.50	
BOB WHITE	1.50	1.25	1.00	.75	.50	.25	1.50
BRIGHTSIDE	1.50	1.25	1.00	.75	.50	.25	1.50
CARA MIA	1.00	.75	.60	.40	.30	.20	1.00
CARMEN SYLVA	1.00	.75	.60	.40	.30	.20	1.00

From _____

F. F. & F. O. SHEPARDSON

GLADLAND GARDENS

Plainville, Mass., U. S. A.



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Growers of Choice Gladiolus

GLADLAND GARDENS

Plainville, Massachusetts, U.S.A.

Ship to
Please Print

Date

Street & No. }
P. O. Box }
or R. F. D. }

When
Wanted

DO NOT WRITE HERE.

Post Office..... State.....

NO.

Express Address..... Amount Enclosed.....

REC'D.....

SHIPPED

We usually give extras with each order. We want to send what you prefer, so please check which you desire.

.....Extra count of varieties ordered.Varieties of our choice.

.....Varieties you may like to try. Mention several from which we may select.

[illegible]

[illegible]

Per 100	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bblts. per Qt.
CHARLES DICKENS	2.00	1.50	1.25	1.00	.75	.50	2.00
CHARMAINE	20.00	15.00	12.00	8.00	6.00	4.00	
COMMANDER KOEHL	2.00	1.50	1.25	1.00	.75	.50	2.00
CORAL CLUSTER	3.00	2.50	2.00	1.50	1.00	.75	2.50
DEBONAIRE	1.25	1.00	.75	.60	.40	.20	1.00
DREAM O'BEAUTY	2.00	1.50	1.25	1.00	.75	.50	1.50
DR. DENTZ	10.00	8.00	6.00	5.00	4.00	3.00	
DR. F. E. BENNETT	1.50	1.25	1.00	.75	.50	.25	1.50
DR. MOODY	1.25	1.00	.75	.60	.40	.20	1.00
EARLY DAWN	1.25	1.00	.75	.60	.40	.20	1.00
EARLY ROSE	3.00	2.50	2.00	1.50	1.00	.75	
E. I. FARRINGTON	1.00	.75	.60	.40	.30	.20	1.00
EUTERPE	3.00	2.50	2.00	1.50	1.00	.75	3.00
EXCELLENCE	1.00	.75	.60	.40	.30	.20	1.00
FLAMING SWORD	1.00	.75	.60	.40	.30	.20	1.00
GIANT NYMPH	1.00	.75	.60	.40	.30	.20	1.00
GRAND SLAM	1.50	1.25	1.00	.75	.50	.25	2.00
HELGA	1.00	.75	.60	.40	.30	.20	1.00
IRAK	3.00	2.50	2.00	1.50	1.25	1.00	3.00
LADY MARIE	1.25	1.00	.75	.60	.40	.20	1.00
LAVENDER QUEEN	4.00	3.00	2.50	2.00	1.50	1.25	5.00
LIBELLE	2.00	1.50	1.25	1.00	.75	.50	2.00
LUCIFER	2.00	1.50	1.25	1.00	.75	.50	
MAID OF ORLEANS	1.50	1.25	1.00	.75	.50	.25	1.50
MARGARET FULTON	1.25	1.00	.75	.60	.40	.20	1.00
MIBLOOM	1.25	1.00	.75	.60	.40	.20	1.50
MINUET	2.00	1.50	1.25	1.00	.75	.50	2.00
MISS BLOOMINGTON	1.50	1.25	1.00	.75	.50	.25	1.50
MISS HARRIET	2.50	2.00	1.50	1.25	1.00	.75	2.50
MOROCCO	2.00	1.50	1.25	1.00	.75	.50	
MOTHER MACHREE	2.00	1.50	1.25	1.00	.75	.50	2.00
MRS. E. J. HEATON	2.00	1.50	1.25	1.00	.75	.50	2.00
MR. WM. CUTHBERTSON ..	2.00	1.50	1.25	1.00	.75	.50	1.00
PARADISE	1.50	1.25	1.00	.75	.50	.25	1.50
PEGGY LOU	6.00	5.00	4.00	3.00	2.00	1.00	6.00
PELEGRINA	2.00	1.50	1.25	1.00	.75	.50	2.00
PHYLLIS MCQUISTON	1.50	1.25	1.00	.75	.50	.25	1.00
PICARDY	1.00	.75	.60	.40	.30	.20	1.00
POLAR ICE	2.00	1.50	1.25	1.00	.75	.50	2.00
PRIMROSE PRINCESS	1.00	.75	.60	.40	.30	.20	1.00
QUEEN HELEN II	1.50	1.25	1.00	.75	.50	.20	1.50
QUEEN OF BREMEN	1.00	.75	.60	.40	.30	.20	1.00
RAPTURE	1.25	1.00	.75	.60	.40	.20	1.00
RECOVERY	2.00	1.50	1.25	1.00	.75	.50	
RED LORY	2.00	1.50	1.25	1.00	.75	.50	2.00
RED PHIPPS	1.50	1.25	1.00	.75	.50	.25	2.00
ROSA VAN LIMA	3.50	3.00	2.50	2.00	1.50	1.00	5.00
SNOWDEN	1.50	1.25	1.00	.75	.50	.25	
SOUTHERN CROSS	2.00	1.50	1.25	1.00	.75	.50	2.00
SPIRIT OF ST. LOUIS	1.25	1.00	.75	.60	.40	.20	1.00
SYMPHONY	1.50	1.25	1.00	.75	.50	.25	1.50
TOKEN	2.00	1.50	1.25	1.00	.75	.50	
VAGABOND PRINCE	3.00	2.50	2.00	1.50	1.00	.75	3.00
VREDENBURG	6.00	5.00	4.00	3.00	2.00	1.50	
WHITE TRIUMPHATOR....	3.00	2.50	2.00	1.50	1.00	.75	3.00
ZAUBERFLOTE	3.00	2.50	2.00	1.50	1.00	.75	3.00

